













# Hudson's Bay Company Weekly Store News

## GIGANTIC REDUCTIONS FOR SATURDAY

We hope to make Saturday a record as far as a big days' taking is concerned. In order to do this we are offering some sensational values, offering seasonable merchandise at such tempting prices that we feel sure this Saturday Sale will warrant our expectations and excel all previous efforts.

Get the habit of making a practice of visiting this store every Saturday, wet or fine; it will pay you. Those who study economy soon learn that a dollar can be made to go half as far again, simply by taking advantage of these Saturday Sales. Will you come?

### A Sensational Sacrifice on Fancy Linen and Silk Collars

50c and 60c Values for 25c.

We are prepared to lose heavily on these collars; we want to clear up the stock; that is the reason. In order to do this we are throwing in several lines and pricing them all at the one price. Many of them are regular 50c and 60c collars. Your choice on Saturday..... **25c**

### Childrens' Straw Hats 75c Value for 45c

Bring your little tots to us on Saturday and let us fit them out with a new hat. Lots more warm sunny weather to come yet. These are all made from good pliable straw in the 'Man o' War' shape, with gold lettered band. On Sale Saturday,..... **45c**

### A Few More Umbrellas Left Yet at 75c

We still have a few more of those umbrellas left over from last Saturday's sale. Judging from the quantity we sold, they met with a hearty reception. We shall have the remainder of them on sale again Saturday. All are made from good quality cover and fitted with handsome handles and steel frame throughout. Good value at \$1.25. **75c** Saturday Sale.....

### White Duck Skirts \$1.00

These are a little lot which have just come to hand, been delayed on the line somewhere, but it matters little now that they are here. However they have come a little too late to suit our way of thinking, so away they must go on Saturday at..... **\$1.00**

### A Cleanup in Childrens' Colored Dresses

On Saturday we are clearing out the whole of our stock of childrens' colored dresses at a special discount of 20 per cent. off the regular price. This means a great saving to you considering that they are already marvels of value. **50c** up See window. All sizes. Starting from.....

### Great Sale of Boots and Shoes

A Manufacturers' stock to be offered on Saturday at less than cost of production

The predominating feature of the Saturday Sale will be this sensational sale of Boots and Shoes. Thousands of dollars worth of high class footwear will be offered on Saturday at prices which will make this department fairly hum with activity from morning till night. We were fortunate in being able to secure this stock, a stroke of luck which happens once in a while. Anyway we are satisfied with a small margin of profit; we look for the quantity we shall sell to pay us, the remainder will be yours on Saturday. See Window.

Look at these:—

**LOT 1.** This lot comprises an immense stock of Men's Oxblood, Velour and patent bluchers, honestly worth regularly \$5.00 and \$6.00 per pair. On Sale, per pair..... **\$3.50**

**LOT 2.** Men's patent and oxblood oxfords, Regular value \$5.00 and \$6.00. On Sale..... **\$3.50**

**LOT 3.** This is a very special line for boys' sizes 1 to 5½, patent and oxblood bluchers, new styles. Regular value \$5.00. On Sale..... **\$3.25**

**LOT 4.** Boys' patent oxfords, sizes 1 to 5½. Regular value \$4.50. On Sale..... **\$2.25**

Don't delay, come early if you wish to share in these extraordinary values. It is the early bird that catches the worm, you know.

### Extraordinary Values in Embroidered Linen Skirts

Perhaps one of Saturday's most appreciated bargains will be this line of embroidered skirts, semi-fitting. There will sure to be a great rush for these and the selling will be short and sharp as we haven't many of them. One line is made from a good quality colored linen with beautifully embroidered front, semi-fitting, all shades. Saturday Sale..... **\$3.25**

Another lot made from fine quality colored duck, with pretty embroidered front, semi-fitting, will be on sale at..... **\$2.45**

Remember these skirts are worth just about double the price.

### White Repp Skirts \$3.50

These will share the same fate as the duck ones will, and for the same reason too. All sizes and with button fronts. On Sale Saturday..... **\$3.50**

### Another Lot of Colored Muslin Dresses

to be Cleared Out on Saturday at \$5  
Greatest Muslin Dress Bargain yet.

A saving proposition far too good to be missed, and when we tell you that they are worth about double this price you will appreciate more and more the importance of this bargain. They are all made in the very latest styles, some have beautiful floral designs, others polka dots, and others rings or scroll designs. All are elegantly trimmed and well made. If you want something else for the holidays, this is your chance. Your choice on Saturday..... **\$5.00**

### Big Clearance of All-over Laces

On Saturday we shall have on sale some exceptional values in all-over lace. Rarely will such a chance come again to buy a good quality lace for such a low price.

One line of heavy lace, Regular \$1.50 value will be on sale at..... **75c**

Another lot, Regular value \$2.00 Sale price..... **\$1.25**

### A Big Bargain in Leather Hand Bags 85c

This is just a job line which we were fortunate in securing at a very low figure. We have them in the popular crocodile pattern, in all colors, good value at \$1.50. Your choice on Saturday..... **85c**

### Colored Butcher Linens to be Offered at 19c

Needless to say there will be a tremendous rush for these colored linens, especially when we tell you that they are good value at 35c per yard. It is needless to say anything more about these, so we will let the linens tell you their own story and how we came to buy them and sell them for..... **19c**

### See the 50c Bargain Table of Whitewear

For sensational values see this table of whitewear. There will be white lawn waists worth up to \$1.25. Corset covers worth up to \$1.00. Drawers worth up to \$1.00 and Dressing Scaques, worth up to \$1.25. Take your choice for..... **50c**

### 20 p.c. Off on All Boy's and Men's Clothing

This will be welcome news to all who study economy. Don't let this chance slip by. Remember this stock of clothing is all new, embodying the very latest styles, and not a collection of old and shop worn goods, two or three season's old. We are giving this special discount in order to appreciably swell the days takings. Saturday Sale,

**20 PER CENT. DISCOUNT.**

JASPER AVE.

**THE HUDSON'S BAY CO. EDMONTON**







# Saturday Sale

Saturday Store News with a Money Value to Those Who Appreciate a Saving.



## Saturday will be a Day Long Remembered in the Ladies' Hosiery Department

Second Floor.

Ladies' plain lisle hose, good strong wearing quality, full fashioned and in all sizes. Regular price 45c per pair. Our Saturday price..... 3 pairs for \$1.00

**LADIES' 65c LACE LISLE HOSE ON SATURDAY AT 45c PAIR.**

Ladies' lace lisle hose, fine quality lisle thread, full fashioned, reinforced heels and toes, colors, tan and black, all sizes. Regular price 65c per pair. On Saturday, per pair 45c

**LADIES' SILK LISLE HOSE, \$2.25 VALUES FOR \$1.35 PAIR.**

Ladies' lace silk lisle hose in very special quality and dainty patterns, some all lace and others embroidered in colors. The best value we ever offered in ladies' hose. Regular prices up to \$2.25 per pair. Our Saturday price, per pair..... \$1.35



## MILLINERY DEPARTMENT

Second Floor.

Children's caps and hats for summer wear, in every shape and color, either linen or cloth and all sizes. Regular prices up to 75c each. Our Saturday price while they last, each 25c

**ALL READY-TO-WEAR HATS AT HALF PRICE**

## Our Saturday Grocery Specials

Main Floor.

Crosse and Blackwell pickles. Regular 40c bottle, Saturday 35c

Triscuit breakfast food, Regular 12 1/2c pkge, Saturday 10c

Upton's pure raspberry jam, Regular 25c, Saturday..... 15c

Caravan Brand Mocha and Java coffee. Regular 45c per lb. Saturday, per lb..... 35c

Green gage plums, in 2 lb. cans, Regular 20c can, Saturday per can..... 15c

Ram Lads pure Indian tea in 3-lb. tins, Regular \$1.50 per tin. Saturday, per tin..... \$1.25

Tomatoes in tins, Regular 15c per tin, Saturday, per tin 12 1/2c

Corn and peas in tins, Regular 12 1/2c tin, Saturday, per tin 10c

Fresh dairy butter on Saturday, per lb..... 20c and 25c

**OUR GROCERIES ARE ALWAYS FRESH.**

**ALL SUMMER GOODS SELLING AT PRICES WHICH WILL SURPRISE YOU.**

## Women's Dainty Wash Dresses In Pleasing Styles At Half Price.

Women's dainty wash dresses, in lawns, ginghams, summer serges, etc., made in many pleasing styles. Different colors and patterns, sizes 34, 36, 38 and 40. Regular price \$6.50 each. Saturday half price, each \$3.25

**MISSES VACATION DRESSES, \$6.00 VALUES FOR \$3.25 EACH.**

Misses dresses, in lawns and ginghams, different colors, something especially adapted for holiday wear, will wash nicely, ages 12 to 16 years. Regular price \$6.00 each. Our Saturday price, each..... \$3.25

**20 PER CENT. DISCOUNT OFF REGULAR PRICES ON ALL LADIES' SUMMER DRESSES.**

On Saturday we offer you our entire stock of ladies' dainty summer dresses, all new, this seasons stock, the very latest styles at 20 per cent. Discount off Regular Prices.

## Ribbons, Laces, Smallwares, Notions, on sale Saturday

Main Floor.

Allover Dresden net, a particularly fine weave. Regular price \$2.75 per yard. On Saturday, per yard..... \$2.40

Cream silk net insertion. Regular price \$1.95 per yard. Our Saturday price, per yard..... \$1.50

Cream silk net lace, to match insertion. Regular price \$1.60 per yard. On Saturday, per yard..... \$1.35

Cream allover lace in dainty patterns. Regular price 60c per yard. Sale price, per yd. 45c

Fine muslin embroidery, 9 ins. wide. Regular price 50c per yd. On Saturday, per yard..... 30c

Dresden ribbons, in pretty pattern effects. Regular prices 40 to 65c per yard. Saturday at Half Price.

Linen note paper in boxes. Regular 50c box. Saturday 35c

Capsheaf safety pins, all sizes. Regular 10c card for..... 5c

Best quality brass shoe pins. Regular 5c per pkge. Saturday price..... 3 pkgs for 10c

Common sense hair pins. Reg. 10c box. Saturday, per box 5c

**\$1.90 TABLE LINEN FOR \$1.15 PER YARD.**

Table linen 72 inches wide, full bleached, all pure linen in heavy weight, neat patterns. Regular \$1.80 and \$1.90 per yard. On Saturday, per yard..... \$1.15

**12 1-2c PRINTS ON SATURDAY AT 9c PER YD.**

All this season's prints, 32 inches wide, good patterns and fast washing colors. Regular 12 1/2c per yard. Saturday price, per yard..... 9c

Stair linen to save the carpet, light and dark grey colors. Regular price 25c per yard. Saturday, per yard..... 15c

**25 PER CENT. DISCOUNT**

On all Fancy Parasols and Sunshades

**1-3 OFF**

Regular prices on all summer weight Dress Tweeds.

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**DIRECT IMPORTERS OF**  
ENGLISH GOODS

W. Johnstone Walker & Co. ENGLISH GOODS

**TURDAY SALE OF**

Values in Men's furnishings for Saturday selling that should fill our store with eager buyers anxious to take advantage of our special money saving prices for Saturday

**A SPECIAL IN UNDERWEAR.**

5 dozen suits only, men's striped merino underwear. This is a nice medium weight, very suitable for summer wear, excellent value at \$1.20 per suit. Saturday Special, per suit. . . . . **95c**

**FANCY VESTS.**

Men's fancy vests, both light and dark colors, sizes from 36 to 42, new and dressy *outings*, all wash goods. Regular prices

**A SPLENDID BRACE AT 25c.**  
6 dozen pairs only, men's Police braces, good and heavy, with extra wide elastic, a brace for working men's wear, worth regularly 40c per pair.

**for both Men and Boys on Saturday**

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**A Hosiery Special**

Down palm men's Run M-k-  
cushions hose, English style,  
with extra spliced heels and toes,  
are size 9 1/2 to 11, 40's - 42's  
medium weight line, worth \$5  
per pair.

**Boys' Blouses**

All wash goods in light and dark  
colors, size to fit boys from 3  
to 7 years. Priced regularly at 50c  
each.

**Saturday 35c**

Each Child

**Men's Tweed Pants**  
Clearing out odd sizes in men's pants, broken lines but any size 32 to 44. Those are well made goods in strong, serviceable tweeds, priced regularly at \$17.50 and \$20 per pair.  
**Special for Saturday per pair \$15.00**

**Boys' Shirts**  
With collars, attached, in Oxford, prints, drill and flannels, sizes from 11 1/2 to 14. Regular size and 40c.  
**Saturday 50c**

**Boys' Tweed Pants**  
In sizes 22 to 32, dark tweeds, some with contrasting side seams from 85c to \$1.25 per pair.  
**Saturday Special per pair 75c**

**W. Johnstone Walker & Co.** 263-67 JASPER AVE.  
EAST

VAN'S  
ECTION

the best and most nutritious beverage in the  
**Woman's Perfection Cocoa.**  
 assimilates with food—helps digestion—

others know the economy of  
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Frank Chalko

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Successors to  
Duncan Bros. & Butlers

# THE PURVIS CO., LTD.

Corner of First Street  
and Jasper Avenue.

## First Semi-Annual July Clearing Sale

### Look for the Colored Sale Tags

**Ladies' Belts.**—Elastic, tin-sel and wash belts, all good buckles, splendid val, at 35c, Sale price 25c

**Ladies' Parisian Belts.**—Reg. \$1.00, Sale price... 50c

**Wash Collars.**—Must be sold regardless of cost, all new goods.

**A Book of Needles.**—All sizes and all makes, Reg. 35c, Sale price... 25c

**Hair Brushes.**—Solid backs, Regular 35c, Sale pr. 25c  
Regular 65c, Sale pr. 50c  
Regular 1.00, Sale 75c

**Tooth Brushes.**—  
Regular 10c for... 5c  
Regular 15c for... 10c  
Regular 20c for... 15c  
Regular 25c for... 20c

**Nail Scrub Brushes.**—  
Special, 2 for 5c  
Regular 15c for... 10c  
Regular 25c for... 20c  
Regular 35c for... 25c

**Ladies' Cambric Hemstitched Handkerchiefs,** Special 8 for... 25c

**Ladies' Linen Hemstitched Handkerchiefs,** Special, 6 for... 25c

**CROWDS OF ANXIOUS SHOPPERS** came to share in this great sale during the first two days, and for Saturday's selling we have planned another list of savings, a list we feel confident has Surpassed anything ever offered. **GOODS ABSOLUTELY MUST BE SOLD.** Prices are cut down to a mere fraction regardless of cost or value. Files of seasonable goods must be turned into cash. No holding over goods for the next season at this store; that's the orders from headquarters, everything must be new and fresh. Shopping at this sale means adding to your banking account. Come early on Saturday and share in this great upheaval.

### A Great Response to Our First Two Days' Selling



### Look for the Colored Sale Tags

**Beauty Pins.**—Regular up to 25c for... 10c

**Hooks and Eyes.**—2 cards for... 5c

**Pearl Buttons.**—Regular 10c per dozen for... 5c

**Pearl Buttons.**—Regular 15c per dozen for... 10c

**Alarm Clocks.**—Regular \$1.25 for... 59c

**Set Side and Back Combs.**—Regular 60c for... 35c

**Back Combs.**—Regular 35c for... 25c

**Barretts.**—Large size, Spec. each... 25c

**Special Dressing Combs.**—  
Regular 50c for... 25c  
Regular 25c for... 15c  
Regular 50c for... 40c  
Regular 60c for... 50c

**Fine Combs.**—Special at 5, 10, 15 and 25c

**Silkline.**—All shades, 8 balls for... 25c

**Hose Supporters.**—Children's, sizes, per pair 15c

**Kleinets Hose Supporters.**—Regular 50c for... 25c

**A dandy Whisk.**—Regular 25c for... 15c

**Dome Fasteners.**—All sizes, black and white, doz. 5c

**Indian Tape.**—Assorted widths, per dozen... 5c

### Men's Negligee and Laundered Shirts, 99c Regular \$1.50 to \$2.00

A selection of shirts not to be equaled at the price and all the best makers' goods—W.G. & R. Shirts, Tookes' Shirts and Van Allen makes. The material and workmanship on any of these makes you can depend on. Mostly coat styles, all the very newest patterns and materials, made with cuff attached and separate cuffs. All sizes. Regular prices \$1.50 to \$2.00. Sale Price... 99c

### Men's Summer Wash Vests, Regular 89c \$1.50 to \$2.50 Values

A final clean up of summer wash vests at a mere fraction of the regular price, all are good washing materials. Piques, ducks, drills and fancy mixtures, in white, natural brown, black and white stripes and checks and fancy mixtures, all this season's newest patterns, sizes 35 to 44. Regular prices \$1.50 to \$2.50. Sale Price... 89c

### Sunshades and Parasols Half Price

On Saturday morning you can choose among our splendid stock of ladies' and children's parasols at Half Price. Such an array of these beautiful goods, all the latest productions. You can match any suit. Every conceivable color, Dresden effects, white embroidered linen, etc., plain silks in all shades. Regular prices from 65c to \$8.50. Sale price Half Price.

### Ladies' White Wash Skirts

Lot 1.—Regular up to \$2.25. Sale price... \$1.25  
Lot 2.—Regular up to \$4.00. Sale price... \$1.95

Our entire stock of ladies' white wash skirts are included in these two lots and some of the newest and most fashionable styles are among them. Materials are piques, ducks, linens, repps, etc. Some are trimmed with folds of same material; others are pleated in different styles. On sale Saturday on Second Floor.

### \$1.50 to \$2.50 Muslin Waists 99c

This offering represents some of this season's newest styles in white embroidered muslin, lawn muslin waists, mostly embroidered fronts, some trimmed with lace and insertion and nicely tucked with long and short sleeves—a splendid opportunity with the holidays reason coming on, all sizes. Regular \$1.50 to \$2.50. Sale price... 99c

### Wash Suits and Children's Dresses

Every wash suit and child's muslin dress has been reduced to cost price and in some cases less. Nothing will be held back all must be cleared out. A visit to this department will be interesting as well as profitable.

### Men's Tweed and Worsted Pants Reg. \$3 to \$4 \$2.39

300 pairs Men's fine tweed and worsted pants, made by one of Canada's best makers from good English and Canadian worsteds and tweeds, in a splendid selection of neat patterns. These are part of a special purchase lot, bought at a rate on the dollar and are all good value at \$3.50 to \$4.00. Sale Price... \$2.39

### 50c Men's Braces 19c

20 dozen Men's braces, good strong web, President style. All going at One-third of the regular value.

### Men's Lisle Cotton Sox 17c

Three for 50c  
Men's fine lisle, cotton and embroidered hose, all the new summer styles, every conceivable color and pattern, Regular 25c and 30c values. Sale price... 17c  
3 pairs for... 50c

### 35c Boys' Ribbed Hose 19c

Boys' extra heavy ribbed cotton hose, 2-1 ribb. Just the thing for boys for hard school wear. Something that they can't wear out. Regular price 35c. Sizes 5½ to 10. Sale price... 19c

### Ladies' Lace and Lisle Hose 23c

Ladies' black lisle hose with natural wool split soles, plain black lisle, black and tan lace lisle and in plain hose, sky, pink, tan, wine crimson, white, black. Regular up to 35c. Sale price... 23c

### 5c a Yard, These Laces Will Last No Time

We had 20,000 yards of these splendid Nottingham laces and insertions and we have had a crowd around them every minute since we put them on sale. Nothing less than dozens will satisfy the bulk of the customers. Widths from 2 ins. to 6 ins., shades, white, cream, ecru and butter. Values that can not be duplicated for less than from 10c to 25c. Sale price, 5c per yard.

### Hemmed Sheets Ready to Spread at, per Pair... \$1.29

You can save at least 50c a pair on these hemmed sheets at this sale and they are a good double bed size, made from good quality English cotton, perfectly pure and free from dressing and a nice even cloth that will give excellent wear. Sale price, per pair... \$1.29

### Hemmed Pillow Cases, Per Pair, 27c

Hemmed pillow cases, made from good fine cotton, free from dressing, hemmed and ready for use, all sizes. Regular 40c per pair. Sale price, per pair... 27c

### Hemstitched Pillow Cases, Per Pair 45c

Hemstitched pillow cases, made from superior quality English cotton, guaranteed pure and free from filling, all sizes. Sale price, Special, per pair... 45c

### Regular 17c Underwear Cambric 12½c

36 Fine underwear cambric—The Maple Leaf Bleachery—fine, pure cotton, free from dressing, Regular 17c.

### 12½c Bleached Cotton 8½c

36 inch bleached cotton, an ideal fabric for children's and women's wear, finished soft expressly for the needle and sewing machine Regular 12½c per yard.

